

The “Pitch” Requirements

You will present your Business Plan to a potential group of investors that you feel could help you with the beginnings of your business. It is your job to “**SELL**” your business idea to the investors and why they should support your funding request. Use your Business Idea, Target Markets, Competitive Advantages, Location, the 5 P’s, Pro Forma Income Statement, and more to help paint a picture for your potential investors and why your business idea has the opportunity to be successful.

You will have 5 minutes maximum to present the idea and then 10 minutes for Q and A

Things to think about

<http://sba.thehartford.com/article/6-steps-to-a-successful-funding-pitch/95ce5484f9007d9e46533a9ddfdf50c4>

Requirements to be Present

- 1.) Identify where your idea came from and why your plan provides a solution for the potential customers you will be serving.
 - Include a description of what your business does and the direction you want to take the franchise. Explain why this is the right solution to the market’s needs.
- 2.) What is your funding request? What will you be looking for in terms of support and what will that support be going towards? Does the investor gain any equity in the business or what will be their return on investment?
- 3.) What will make your business successful? Identify your competitive advantage and stress its characteristics in relative to the competition.
- 4.) Why will there be the opportunity for growth? Express your reasoning and what you project after the first year of business.